

Appendix A.4 - Minority Outreach Efforts Under HOME

This section summarizes minority outreach efforts under the HOME program as required by Section 284 of the National Affordable Housing Act of 1990. To ensure that housing is open and accessible to all, affirmative marketing and minority outreach are an integral part of CPD's HOME assisted housing programs. Affirmative marketing efforts and minority and women business enterprises outreach activities under the HOME program (for projects with five or more units) are detailed below.

AFFIRMATIVE MARKETING

In FY 1994, 129 participating jurisdictions (PJs) reported on affirmative marketing efforts. A total of 212 PJs reported on their efforts in 1995, and 113 PJs reported affirmative marketing activities in 1996. During all three years, PJs reported that they had conducted meetings where the following affirmative marketing issues and needs were discussed: affordable housing, fair housing, discrimination, how to buy a home, availability of program funds, health and sanitation standards, and program requirements. The number of annual meetings were 40, 63, and 38 from 1994 to 1996, respectively. Landlords, property owners, tenants, realtors, social service agencies, real estate firms, and affordable housing intermediaries are just some of the participants of the meetings.

Other affirmative marketing activities undertaken by PJs during this period include: production of a Braille Home Ownership Guide; requiring record-keeping by owners; forming fair housing commissions; creating specific affirmative marketing plans; conducting an owner performance review; developing a fair housing impediments study; creating and training landlord-tenant groups; requiring developers to establish and maintain contact with organizations, agencies, and enterprises involved in affirmative marketing; maintaining records of social and economic characteristics; requiring owners of larger properties to periodically assess affirmative marketing with corrective actions taken as necessary; promotion of a hot-line providing information on affordable rental and home ownership opportunities; and requiring developers and owners to plan and implement community outreach to promote fair housing. Below are specific examples of successful affirmative marketing strategies.

- Sunnyvale, CA. The City developed an affirmative marketing strategy for its single room occupancy project. The strategy involved a variety of different language papers, social service agencies, and door-to-door outreach. More than 600 applications were received and reviewed, with approximately 75 percent minority participation.
- The Volusia County Consortium, FL. The Consortium formed a partnership with the Central Florida Community Development Corporation, Central Legal Services, and the City of Daytona Beach to further fair housing in Volusia County. The strategy developed to further fair housing included: conducting an impediment study, sending Fair Housing Advocate newsletters to all workshop attendees as well as to local churches and neighborhood centers, providing complaint intake services, and holding information seminars to update realtors and bankers on the fair housing laws and case rulings.
- West Virginia. The State has implemented a number of affirmative marketing activities: FHEO training, Single Family Priority Minority and Disabled Mortgage Program, Partnership with West Virginia Rehabilitation Services to provide handicapped accessibility features, forums on fair housing and fair lending, pre-purchase counseling, executive staff training on civil rights, and state-sponsored educational programs.

- Alexandria, VA. The Homeownership Fair attracted approximately 500 potential first-time homebuyers of various ethnic and racial backgrounds. Fifty percent of the attendees learned about the fair through post-card mailers sent to over 38,000 renters in the City, and 27% from an English/Spanish flyer. The remaining 23% learned of the fair from papers, friends, or churches. From the marketing effort the waiting list for the Homeownership Assistance Program increased by 214 persons.

Outreach to Minority and Women Owned Businesses

This section describes the participation of minority and women owned businesses and the general participation of minorities and women in HOME projects. Minority and Women Business Enterprises (M/WBE's) outreach activities are conducted to increase the number of contracts awarded to businesses in communities where their participation is below the percentage of minorities in the population.

Some PJs reported that they used various types of publicity in their outreach efforts to MBEs and WBEs, including: recruiting; publishing a list of MBEs and WBEs; advertising on radio or TV; participating in a contractors' fair to help identify new M/WBEs; advertising in trade journals, local newspapers, minority newspapers, and other media publications distributing information in several languages; providing specifications, solicitation forms, and Request For Proposals to local builders; and recognizing national minority Enterprises Development Week to develop, encourage, and support M/WBEs.

Other MBE and WBE outreach efforts included: an allocation plan which awards preferences points to developers who pledge to commit at least 10% of their material and service contracts to MBE/WBEs and to projects in which such businesses have at least a 10% ownership share; a hot-line for contractors and vendors to secure information on bids or certifications; encouraging MBE/WBEs to become County certified to participate in CDBG, HOME, HOPWA, and ESG; conducting annual MBE/WBE week activities; sponsoring a reception and luncheon to recognize outstanding MBE/WBEs participating in county contracts; and hiring a full-time bilingual staff.

PJs indicated that they held meetings, conferences, training sessions, and seminars for M/WBEs. These technical assistance sessions covered subjects such as: basic training for small contractors; home-buyer education; first time home-buyer education; bidding and procurement; contractor assistance; rehabilitation for contractors; increasing M/WBE opportunities with government-funded projects; ensuring the recruitment of minorities; development and maintenance of MBE/WBE resources; pre-bidding; management consulting for acquisition and sale; succession planning; and venture capital needs.

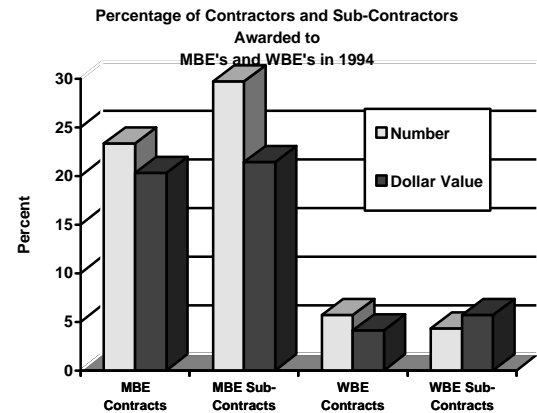
Planned Actions

Many PJs identified plans to improve their performance in using MBEs and WBEs, including working to qualify minority businesses for participation in the HOME program after successful completion of small contracts, meeting with M/WBEs with credit problems, working with M/WBEs to increase capacity, meeting

with the local equal employment opportunity office on ways to involve M/WBEs in the HOME Program, recruiting M/WBEs through the local media, offering an eight week course entitled *Basic Business Training for the Small Contractor*, creating a Buyer Position in the city's Purchasing Division to assist in marketing and promoting contracting opportunities for M/WBEs, and establishing a Business Assistance Center.

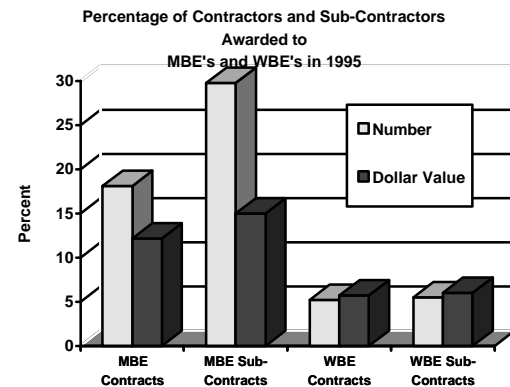
FY 1994 Results

Seventy-one percent (192) of reporting PJs identified M/WBE outreach activities. MBEs were awarded 1,275 contracts and 1,354 subcontracts. The dollar value of these contracts was \$29 million. WBEs were awarded 312 contracts and 198 subcontracts. The total dollar of WBE contracts was \$8.3 million.



FY 1995 Results

Eighty-three percent (251) of reporting PJs identified M/WBE outreach activities. MBEs were awarded 1,478 contracts. The dollar value of these contracts was \$25.1 million. They were also awarded 1,274 subcontracts valued at \$9.3 million. WBEs were awarded 424 contracts valued at \$11.6 million, and 237 subcontracts worth \$3.7 million.



FY 1996 Results

Sixty-six percent (122) of reporting PJs identified MBE and WBE outreach activities. MBEs were awarded 1,370 contracts. The dollar value of these contracts was \$49.5 million. They were also awarded 1,447 subcontracts valued at \$11.8 million. WBEs were awarded 510 contracts valued at \$10.9 million and 279 subcontracts valued at \$1.8 million

